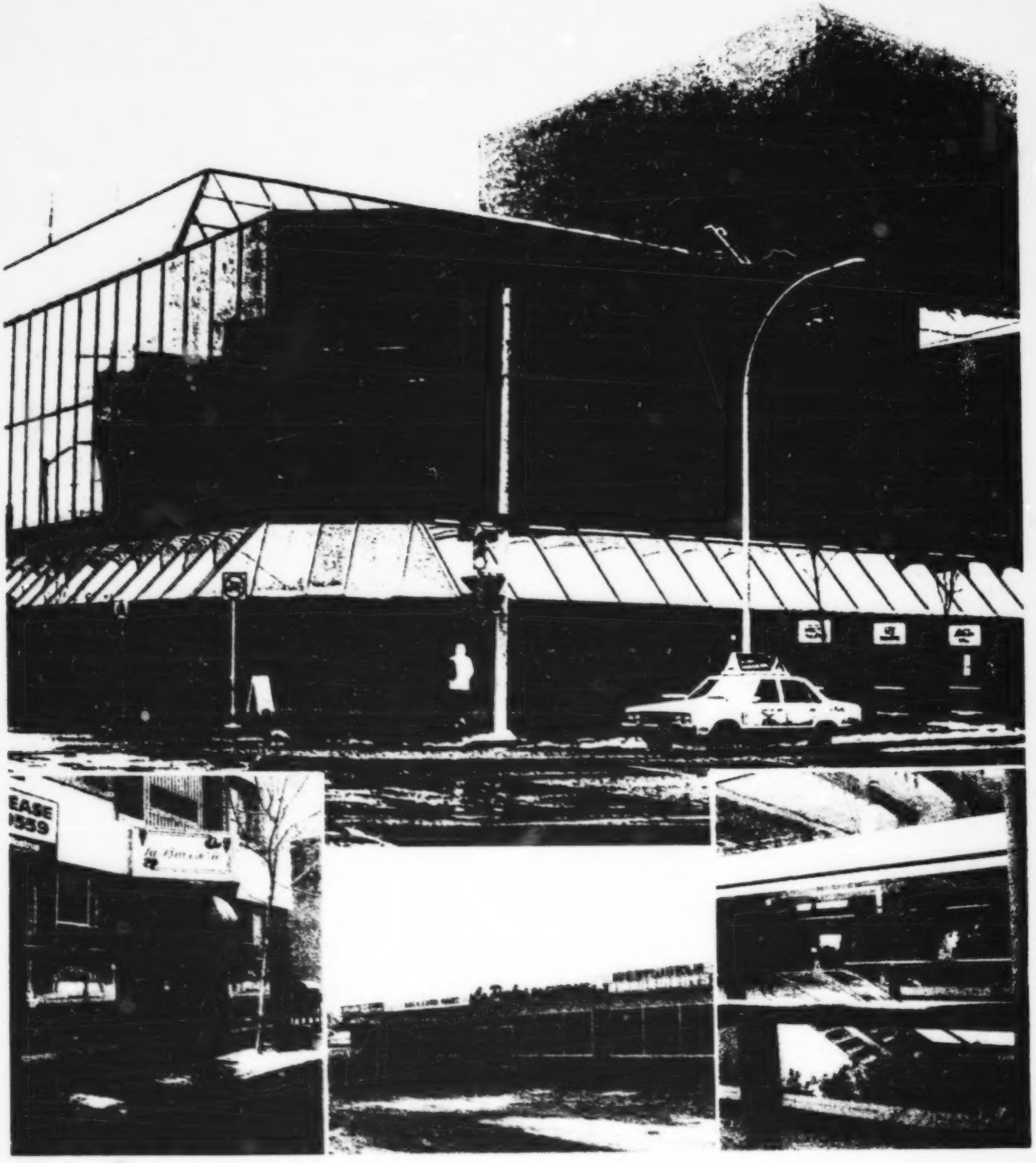
SERVICE SPACE, ITS USE AND DISTRIBUTION

COMMERCIAL DEVELOPMENT IN EDMONTON, 1983 REPORT NO. 3



THE CITY OF Edmonton PLANNING

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SERVICE SPACE,

ITS USE AND DISTRIBUTION

COMMERCIAL DEVELOPMENT IN EDMONTON, 1983

REPORT NO. 3

City of Edmonton
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EXECUTIVE SUMMARY

This is part of an ongoing study entitled Commercial Development in Edmonton. Summarizing key information from an inventory of special purpose services in the city (based on 1983 Business Assessment information), the report presents an overview of the type, number and location of service establishments throughout the city.

Service establishments accounted for in this report include: specialty services (blacksmiths, gunsmiths, locksmiths, etc.) personal services (barber shops, tailor, dry cleaners, etc.), accommodations (hotels, motels), food services (restaurants, caterers) and recreation /entertainment services (arcades, bowling alleys, theatres, etc).

A total of 2,184 service establishments occupy nearly one million square metres of commercial floorspace in Edmonton including: 286 specialty services, 745 personal services, 98 accommodation services, 919 food services and 136 recreational/entertainment services. 24% of this floorspace is located downtown, while 21% and 18% of the floorspace is located in industrial areas and on commercial strips, respectively. Shopping centres and highway commercial areas in the city account for only 13% of service floorspace.

Patterns established by this inventory will serve as background data in the review of objectives and policies in the General plan and other planning documents which deal with commercial development. It is intended that this information will be updated annually to allow the examination of trends in the distribution of service establishments.

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1.0 INTRODUCTION

1.1 Purpose of the Report

The report summarizes briefly and presents in the form of tables the findings of the service inventory. The service inventory together with the completed retail (Report No. 1) and office (Report No. 2) inventories provide an overview of the use of commercial space in the City of Edmonton.

Services are defined for the purpose of this study as "consumer or producer goods and services which are mainly intangible and often consumed at the same time as they are produced".

1.2 Data Source and Organization

Service information was obtained from computerized business assessment files maintained by the City's Assessment Department. The business assessment data used, reflects commercial space which was occupied by the service industry, June 1st, 1983.

Services occupying commercial space were grouped into five business groups based on Economic Industrial Code (EIC) classification. EICs are part of the Assessment Department's classification system derived solely for their purposes. The decisions as to which businesses to group together were based on the example of the Standard Industrial Code Classification System.

2. Although the use of the computer to manipulate data proved to be both efficient and accurate, there remain some limitations, at present, to the computer based data:

- District boundaries could only be approximated.
- In the case of commercial strips, only businesses fronting onto the strips could be measured.
- Only districts, strips, shopping centres, etc. identified in the inventory design were accounted for. No method has yet been developed in which smaller unidentified clusters could be identified by the computer. The list of shopping centres and commercial uses for this inventory is based on the GMP. It is intended that this list be expanded for future inventories.

3. The inventory accounts only for service space which is occupied. No attempt has been made at this time to identify and compute the available amount of vacant commercial space. Data is neither readily available nor properly standardized to undertake the necessary survey. However, the data base and methodological approach to determine vacant commercial space will be investigated as part of the next phase, subject to staff, budget and other resource considerations.

TABLE 1

DATA ORGANIZATION CHART

Business Groups:

1.	Specialty Services:	Blacksmiths, Engravers, Exterminators, Gunsmith, Tannery, Taxidermist, Upholsterer, Locksmith, Photo Developing.
2.	Personal Services:	Barber or Beauty Salon, Carpet Cleaning, Dog Grooming, Dressmaker, Shoe Repair, Dry Cleaner, Domestic Service, Funeral Parlour, Health Studio, Massage Parlour, Travel Agency.
3.	Accommodations:	Tourist Camps, Hotels, Motels.
4.	Food Services:	Caterers, Restaurants.
5.	Recreation/Entertainment:	Sports Equipment Rentals, Sports Facilities, Motion Picture Theatres, Bowling Alleys, Golf Clubs, Theatrical Services and Companies, Dance Halls, Arcades.

(see Appendix 1 for corresponding EICs).

Data was aggregated to a variety of locational and hierarchical levels (Table 2) in order to complement the format of the retail and office inventories. The locational definitions generally conform with those under the General Municipal Plan. Data is also presented for Downtown and the six Planning Districts.

TABLE 2

LEVELS OF AGGREGATION

City-Wide

Downtown/Non-Downtown

Six Planning Districts

22 Shopping Centres

23 Commercial Strips

5 Highway commercial Areas

4 Industrial Areas

(see Appendix 2 for more details)

1.3 Limitations of the Inventory

There are certain factors which have limited the inventory. These are noted briefly below.

1. The decision on how to classify the type of business and type of space occupied by a business is made by the Assessment Department. Therefore the designations are not always perfectly suited to the objectives of this inventory.

2.0 FINDINGS

A total of 2184 service businesses occupied nearly one million square meters of commercial space June 1st, 1983. The following is the breakdown of services: 286 Specialty Services, 745 Personal Services, 98 Accommodation Services, 919 Food Services and 136 Recreation/Entertainment Services. Throughout the city, floorspace occupied by services on average is as follows: Specialty Services 295 m^2, Personal Services 117 m^2, Accommodation Services 5062 m^2, Food Services 255 m^2 and, Recreation/Entertainment Services 715 m^2. In the Downtown the average amount of floorspace occupied by Specialty Services is somewhat less, but is higher for all other services, especially the Accommodation Services, whose average size in the Downtown is 9194 m^2.

Downtown can only boast that it has the highest concentration of accommodation space. No other services are centrally concentrated in terms of number of establishments or amount of floorspace. The 23 commercial strips have a high percentage share of Personal Services, Food Services and Recreation/Entertainment Services. The four major industrial areas accommodate a high percentage share of Specialty Services. Shopping centres account for an average of 15% of the total number of service establishments, but only 5% of occupied floorspace. Highway commercial areas account for a negligible percentage of services, except Accommodation Services of which 15% are located in three highway commercial areas.

TABLE 3

Services, City-Wide, Downtown & Non-Downtown

	Specialty Services		Personal Services		Accommo-dations		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
City-wide	286	84,442	745	87,239	98	496,041	919	234,693	136	97,267	2184	999,682
Downtown	19	2,805	115	14,047	19	174,677	128	41,397	11	9,069	292	241,995
Non-Downtown	267	81,637	630	73,192	79	321,364	791	193,296	125	88.198	1892	757,687

TABLE 4

Percentage Distribution of Services By Location

	Specialty Services		Personal Services		Accommo-dations		Food Services		Recreation Entertainment		TOTAL	
Location	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Downtown	7%	3%	15%	6%	20%	35%	14%	18%	8%	9%	13%	24%
Comm Strips	17%	11%	29%	26%	22%	13%	27%	26%	29%	23%	26%	18%
Shopping Cen	14%	3%	13%	13%	0%	0%	18%	9%	15%	14%	15%	4%
Hwy. Comm.	1%	1%	1%	1%	15%	16%	2%	3%	1%	3%	2%	9%
Indus. Areas	28%	51%	5%	10%	20%	20%	11%	17%	10%	18%	12%	21%

The following tables indicate the number of services and the amount of floorspace which is occupied by services on commercial strips, in shopping centres, in highway commercial areas and in industrial areas.

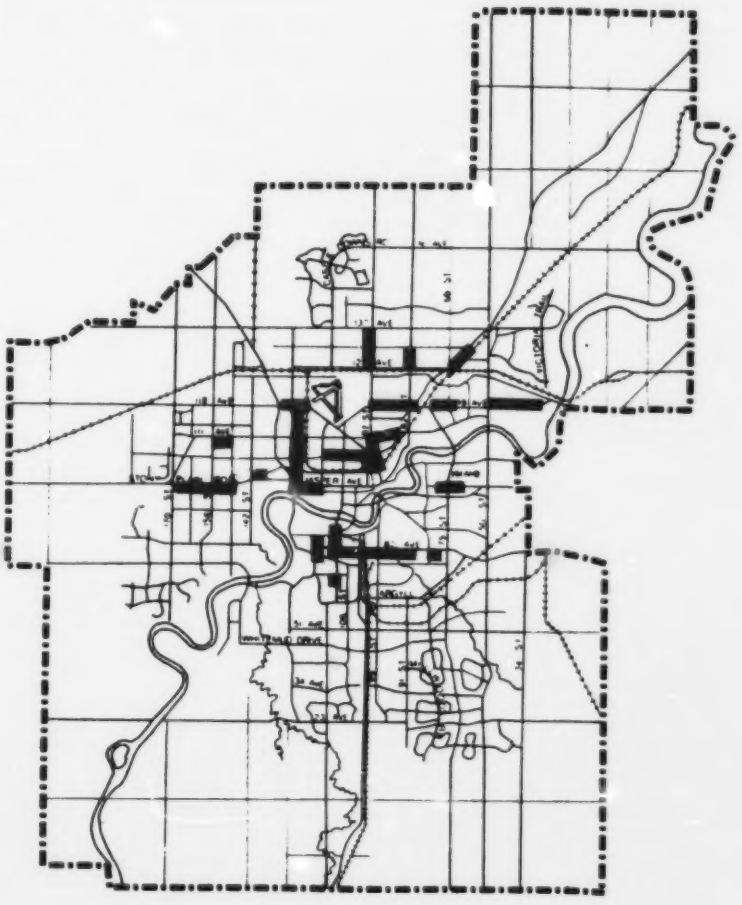
TABLE 5

Services By Commercial Strips

Commercial Strips	Specialty Services		Personal Services		Accommo-dations		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Jasper (97-109)	10	1,457	48	3,856	3	12,477	39	10,956	6	5,872	106	34,618
Jasper (109-124)	2	199	9	952	0	0	16	4,818	1	110	28	6,079
101 Street	3	734	7	1,676	0	0	5	1,771	2	285	17	4,466
97 Street (105-111)	5	443	13	578	0	0	6	1,355	0	0	24	2,376
Norwood Boulevard	3	1,593	7	2,431	0	0	6	1,296	1	410	17	5,730
118 Avenue (79-97)	3	353	18	862	1	3,058	21	4,358	6	1,952	49	10,583
107 Avenue	5	2,527	7	508	0	0	17	2,731	1	93	30	5,859
118 Avenue (34-50)	0	0	6	412	4	11,759	11	1,793	4	1,264	25	15,265
118 Avenue (64-80)	0	0	3	171	0	0	3	674	1	202	7	1,047
97 Street (127-137)	2	264	10	1,241	1	3,272	9	3,234	1	1,737	23	9,748
82 Street	0	0	2	163	0	0	7	1,104	0	0	9	1,267
Fort Road	1	65	2	116	1	931	6	1,823	0	0	10	2,935
Stony Plain (142)	0	0	1	55	0	0	1	971	0	0	2	1,026
118 Avenue (121-127)	1	241	5	726	0	0	10	1,988	2	763	18	3,718
124 Street	4	314	24	2,962	0	0	19	4,264	3	1,553	50	9,093
Stony Plain (149-170)	4	685	17	1,509	4	15,300	20	5,447	3	2,411	48	25,352
111 Avenue	1	188	3	131	4	5,788	5	1,529	0	0	13	7,636
109 Street (82-89)	0	0	4	862	0	0	6	974	2	1,903	12	3,739
109 Street (69-72)	0	0	1	130	0	0	2	297	0	0	3	427
112 Street	0	0	5	497	0	0	4	1,588	0	0	9	2,085
Whyte (99-109)	4	385	17	2,056	3	9,036	25	5913	5	3,217	54	20,607
Whyte (81-83)	0	0	1	79	0	0	1	81	1	316	3	476
101 Avenue	1	104	7	493	1	1,120	6	1,791	0	0	15	3,508
	49	9,552	217	22,466	22	62,798	245	60,756	39	22,088	572	177,660

MAP 1

COMMERCIAL STRIPS IN EDMONTON



SOURCE: Edmonton General Municipal Plan, Vol. 2

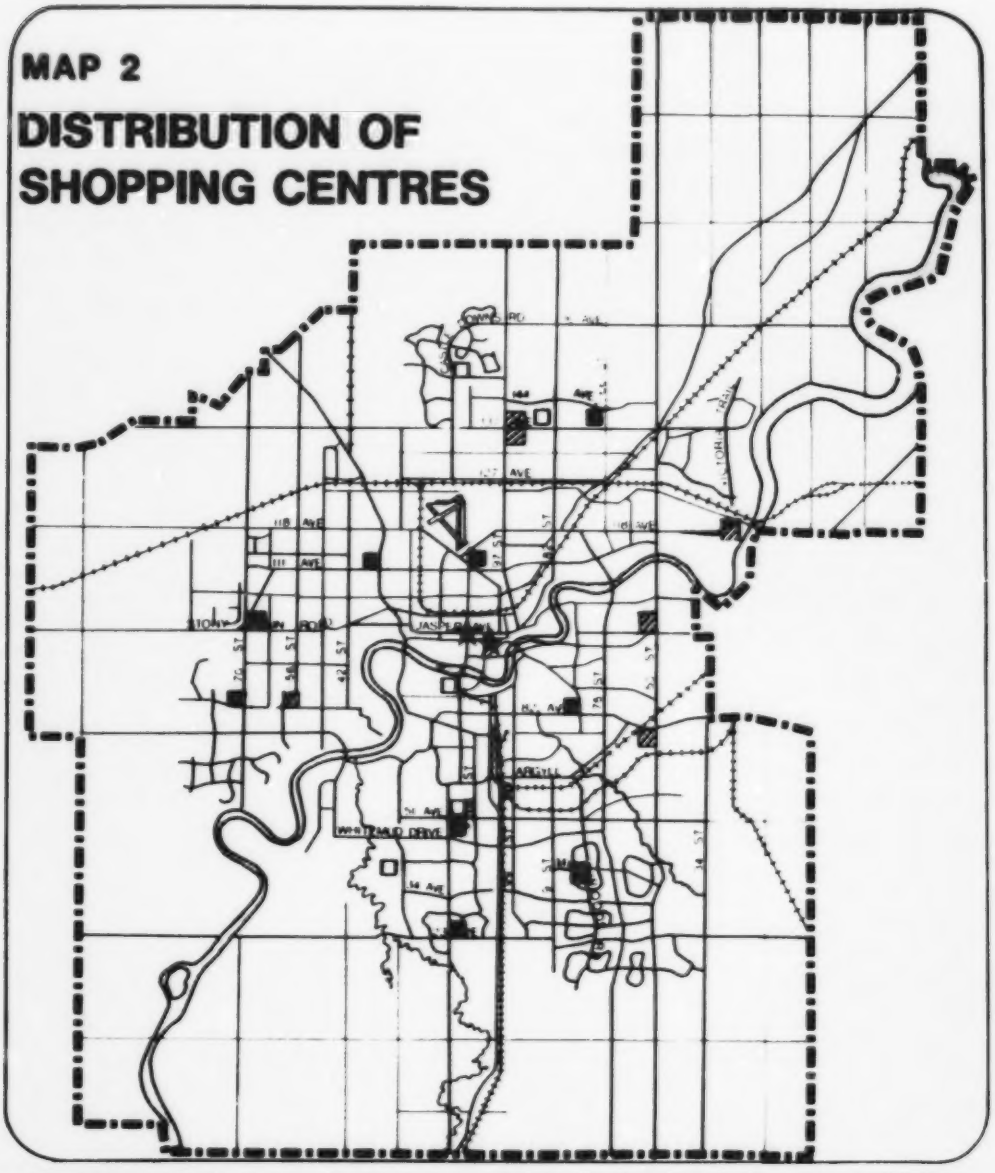
TABLE 6

Services by Shopping Centres

Shopping Centres	Specialty Services		Personal Services		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Edmonton Centre	2	95	4	1,760	4	1,715	0	0	10	3,570
McCauley Plaza	2	181	8	579	3	1,704	0	0	13	2,464
Kingsway Garden	4	277	7	713	20	2,110	2	305	33	3,405
Abbottsfield Shoppers	2	102	1	114	2	330	1	169	6	715
Northwood	1	14	4	366	12	1,324	1	213	18	1,917
North Town	1	13	5	353	3	896	1	93	10	1,355
Dickensfield	0	0	2	112	2	306	0	0	4	418
Londonderry	4	244	4	340	14	1,334	1	2,271	23	4,189
Castle Downs	1	74	4	318	3	947	1	117	9	1,456
Westmount	2	106	6	547	4	513	0	0	12	1,166
Meadowlark	2	157	5	414	6	730	3	1,158	16	2,459
Centennial	3	164	6	569	7	1,032	2	273	18	2,038
West Edmonton	2	149	6	521	25	1,963	2	2,612	35	5,245
Hub Mall	2	73	6	479	8	548	1	93	17	1,193
Heritage	4	312	5	445	12	1,135	1	225	22	2,117
Southgate	1	123	3	353	12	932	0	0	16	1,408
Pleasantview	0	0	2	139	1	111	0	0	3	250
Petrolia	0	0	3	206	0	0	0	0	3	206
Millbourne	2	91	6	395	7	777	1	130	16	1,393
Bonnie Doon	3	207	6	2,648	10	1,878	1	3,683	20	8,416
Parkway	0	0	0	0	3	1,017	1	855	4	1,872
Capilano	2	79	3	318	4	330	2	1,236	11	1,963
	40	2,461	96	11,689	162	21,632	21	13,433	319	49,215

MAP 2

DISTRIBUTION OF SHOPPING CENTRES



SHOPPING CENTRES:

- Regional Shopping Centres
- Community Shopping Centres
- Neighborhood Shopping Centres
- Downtown Shopping Centres

N

TABLE 7

Services By Highway Commercial Areas

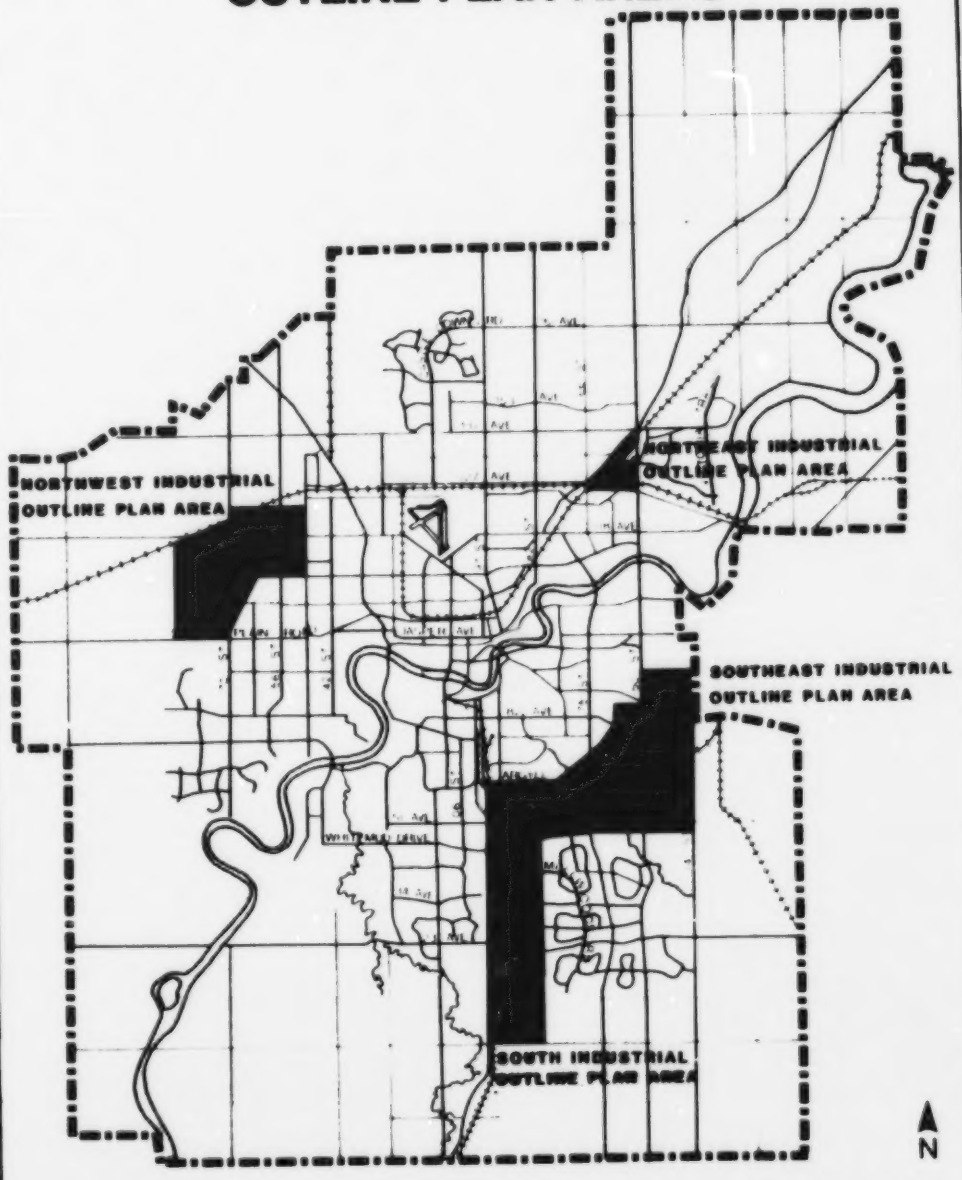
Highway Commercial	Specialty Services		Personal Services		Accommodations		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Fort Road	0	0	0	0	1	6,388	2	565	1	891	4	7,845
Highway 16 West	0	0	1	216	7	25,138	6	2,590	0	0	14	27,944
Calgary Trail	2	364	3	269	7	46,357	11	3,820	1	1,616	24	52,626
	2	364	4	485	15	78,083	19	6,975	2	2,508	42	88,415

TABLE 8

Services By Industrial Areas

Industrial Areas	Specialty Services		Personal Services		Accommodations		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Northeast	7	6,626	5	708	5	19,792	15	4,488	3	1,457	35	33,071
Northwest	19	6,547	20	4,886	12	47,766	33	13,603	6	12,463	90	85,265
South	3	3,273	3	187	0	0	15	7,562	1	1,231	22	12,253
Southeast	52	26,530	12	2,763	3	30,615	40	14,300	4	2,691	111	76,899
	81	42,976	40	8,544	20	98,173	103	39,953	14	17,842	258	207,488

MAP 3 LOCATION OF INDUSTRIAL OUTLINE PLAN AREAS



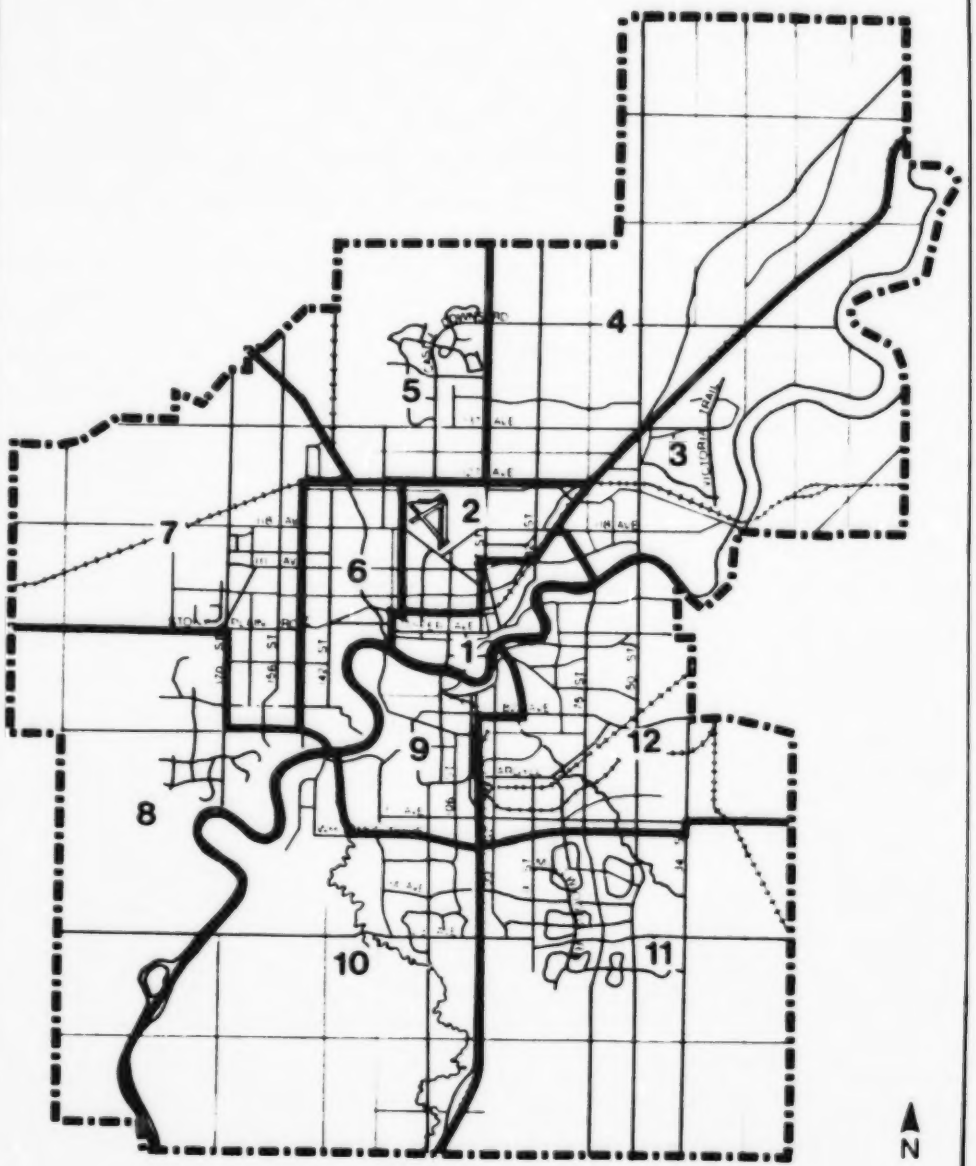
SOURCE: Edmonton General Municipal Plan, Vol. 2

TABLE 9

Services by Districts

Districts	Specialty Services		Personal Services		Accommo-dations		Food Services		Recreation Entertainment		TOTAL	
	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2	No.	m^2
Central	81	23,709	257	32,551	37	261,333	297	82,187	44	23,705	716	423,485
Northeast	22	2,637	69	6,008	10	24,774	105	21,140	18	9,041	224	63,600
Northwest	29	3,672	107	12,682	3	6,336	85	23,734	15	10,303	239	56,727
West	38	11,166	96	11,034	23	81,211	133	30,440	24	27,170	314	161,021
Southwest	25	4,438	107	11,535	20	87,488	133	34,515	15	11,556	300	149,532
Southeast	91	38,820	109	13,429	5	34,899	166	42,677	20	15,492	391	145,317
	286	84,442	745	87,239	98	496,041	919	234,693	136	97,267	2,184	999,682

MAP 4 PLANNING DISTRICTS



APPENDIX I

SERVICES / CATEGORIES / EXAMPLES / CORRESPONDING EICs

1. **Specialty Services/**

   Blacksmiths, Engravers, Exterminators, Gunsmith, Tannery, Taxidermist, Upholsterer, Locksmith, Photo Developing, etc./ 103, 105, 108, 109, 110, 112, 118, 120, 121, 123, 249, 252, 271, 272, 373, 274, 601.

2. **Personal Services/**

   Barber of Beauty Salon, Carpet Cleaning, Dog Grooming, Dressmaker, Shoe Repair, Dry Cleaner, Domestic Service, Funeral Parlor, Health Studio, Massage Parlor, Travel Agency, etc./ 102, 104, 106, 107, 117, 119, 228, 229, 231, 234, 241, 251, 256, 295, 298.

3. **Accommodation/**

   Tourist Camps, Hotels, Motels/ 122, 242, 261.

4. **Food Services/**

   Caterer, Restaurants/ 215, 285.

5. **Recreation-Entertainment/**

   Sports Equipment Rentals, Sports Facilities, Motion Picture Theatres, Bowling Alleys, Golf Clubs, Theatrical Services and Companies, Dance Halls, Arcades, etc./262, 281, 322

*EICs = Business Assessment Economic Industrial Codes

APPENDIX 2

LOCATIONAL AND HIERARCHICAL LEVELS OF AGGREGATION DEFINED

City-Wide:	Entire City Including Annexed Areas
Downtown:	Area Redevelopment Plan Boundaries
Non-Downtown:	Entire City except Downtown
Six Planning Districts:	Approximated by Business Assessment Work Area.
Central:	200, 205, 300, 305, 310, 400, 405, 410, 500, 600 225, 230, 235, 605, 610.
Northeast:	505, 510, 515, 920, 615, 260, 625, 630
Northwest:	225, 260, 265, 210, 215, 220, 240, 245
West	100, 105, 115, 120, 125, 130, 135, 250, 270, 116 110, 140
Southwest	700, 705, 710, 715, 720, 725
Southeast:	835, 840, 845, 850, 855, 800, 805, 810, 815, 820, 825, 830 900, 905, 910, 915, 925

Twenty-Two Shopping Centres:

1. Edmonton Centre
2. McCauley Plaza
3. Kingsway Garden Mall
4. Abbottsfield Shoppers Mall
5. Northwood Mall
6. North Town Mall
7. Dickensfield Mall
8. Londonderry Mall
9. Castle Downs Town Square
10. Westmount Shopping Centre
11. Meadowlark Park Shopping Centre
12. Centennial Village Mall
13. West Edmonton Mall
14. Hub Mall
15. Heritage Mall
16. Southgate Shopping Centre
17. Pleasantview Shopping Centre
18. Petrolia Mall Shopping Centre
19. Millbourne Shopping Centre
20. Bonnie Doon Shopping Centre
21. Parkway Village Shopping Centre
22. Capilano Mall

Twenty-Three Commercial Strips: Includes only business fronting onto strips.

1. Jasper Avenue (A): 97 Street - 109 Street
2. Jasper Avenue (B): 110 Street - 124 Street
3. 101 Street: 105 Avenue - 111 Avenue
4. 97 Street (A): 105 Avenue - 111 Avenue
5. Norwood Boulevard: 90 Street - 102 Street
6. 118 Avenue (A): 79 Street - 08 Street
7. 107 Avenue: 101 Street - 116 Street
8. 118 Avenue (B): 34 Street - 50 Street
9. 118 Avenue (C): 64 Street - 80 Street
10. 97 Street (B): 127 Avenue - 137 Avenue
11. 82 Street: 127 Avenue - 137 Avenue
12. Fort Road: 126 Avenue - 128 Avenue
13. Stony Plain Road (A): at 142 Street
14. 118 Avenue (D): 121 Street - 127 Street
15. 124 Street: 101 Avenue - 118 Avenue
16. Stony Plain Road (B): 149 Street - 170 Street
17. 111 Avenue: 149 Street - 156 Street
18. 109 Street (A): 82 Avenue - 89 Avenue
19. 109 Street (B): 69 Avenue - 72 Avenue
20. 112 Street: 82 Avenue - 87 Avenue
21. Whyte Avenue (A): 99 Street - 109 Street
22. Whyte Avenue (B): 81 Street - 83 Street
23. 101 Avenue: 71 Street - 79 Street

Five Highway Commercial Areas:

1. Fort Road: 129 Avenue - 153 Avenue
2. Highway 16 West: 170 Street - R.D.A.
3. Calgary Trail: 23 Avenue - 51 Avenue
4. Yellowhead Trail (West): 170 Street - 215 Street
5. Yellowhead Trail (East): north side, 17 Street - 33 Street

Four Industrial Areas:

1. Northeast Industrial Outline Plan Area
2. Northwest Industrial Outline Plan Area
3. South Industrial Outline Plan Area
4. Southeast Industrial Plan Area.